

## AGENDA BILL

Beaverton City Council  
Beaverton, Oregon

**SUBJECT:** Contract Award – Public Affairs and  
Strategic Communications Consultant

**FOR AGENDA OF:** 04-16-13 **BILL NO:** 13090

**Mayor's Approval:** [Signature]

**DEPARTMENT OF ORIGIN:** Mayor's Office

**DATE SUBMITTED:** 04-09-13

**CLEARANCES:** City Attorney  
CAO  
Purchasing  
Finance  
Police  
Vision

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**PROCEEDING:** CONSENT AGENDA  
(Contract Review Board)

**EXHIBITS:** 1. Proposal Summary  
2. Scoring Summary

### **BUDGET IMPACT**

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED* \$75,000	BUDGETED \$75,000	REQUIRED \$0

\*The Expenditure Required is available from the General Fund's Community Involvement and Public Affairs Budget 001-10-0522-511 (\$70,000) and Visioning and Strategic Engagement Budget 001-10-0526-511 (\$5,000).

### **RECOMMENDED ACTION:**

City Council, acting as Contract Review Board, awards a contract to G2 Public Strategies in the amount of \$75,000 for one year, the remainder of FY2012-13 and contingent upon the City's authorization in the FY2013-14 budget.

### **HISTORICAL PERSPECTIVE:**

Since 2009, the City of Beaverton has been engaged in discussions regarding the space needs of City departments operating out of the Beaverton City Hall. In March 2011, Mayor Denny Doyle commissioned a committee of community members to study the public safety facility needs for the City of Beaverton. This was based in part on the results of a space needs study conducted by Group Mackenzie, a Portland-based architectural firm with experience in public safety facilities. The Public Safety Center Advisory Committee (PSCAC) was formed and given direction to review and validate, if appropriate, the Group Mackenzie study, consider options for potential sites, make recommendations on funding options, and consider the needs for police, municipal court, city hall and performing arts.

The PSCAC presented its findings to the City Council on August 9, 2011. The PSCAC unanimously agreed on the following:

- The Police Department and Municipal Court are in critical need of additional space;
- The Police Department and Municipal Court should remain together;
- The Space Needs Study conducted by Group Mackenzie has been validated;
- A two-story facility would best meet the needs of the Police Department and Municipal Court;
- The City and PSCAC should evaluate the space needs issue, further analyzing a Civic Center versus a stand-alone police/courts facility;

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- The City should conduct polling and focus group work of Beaverton citizens; and
- The City should move forward with selection and acquisition of a site.

Throughout 2012, the City Council held a number of public meetings and executive sessions to discuss various real property locations for siting a public safety facility or civic center to meet the City's space needs. On January 15, 2013, the City Council directed staff to focus on options for the City-owned property at Griffith Drive (the current City Hall location) to serve as the headquarters for the City's public safety functions.

In January 2013, the City worked with Campbell DeLong Resources Inc., (CDRI) and conducted a telephone survey asking citizens if they would support funding a public safety center. The results showed that 57 percent of survey respondents were unaware of the issues facing police, emergency management and the court, and therefore would not support the bond measure at this time. As a result, the Mayor directed staff to begin work on developing an awareness campaign to highlight the community's public safety needs.

In February 2013, the City issued a Request for Proposal (RFP). The RFP was advertised in the Daily Journal of Commerce on March 1, 2013, and resulted in the submission of two proposals (see Exhibit 1). The two proposals were received and opened on March 25, 2013, at 2:00 PM. The proposals were reviewed by five staff members; two from the Police Department and three from the Mayor's Office. Staff invited both firms to participate in interviews.

The interview evaluation team included five members; three staff from the Police Department, one from the Mayor's Office, and in addition Mr. Jim McCreight, the PSCAC Chair. After the interviews, the evaluation team re-scored based on the criteria outlined in the RFP. (See Exhibit 2 for scoring results.) The evaluation team reached a consensus to award the contract to G2 as the firm best able to assist the City with the public affairs and strategic communications.

#### **INFORMATION FOR CONSIDERATION:**

G2 Public Strategies is a joint venture of Gallatin Public Affairs and GS Strategy Group. For more than a decade, they have worked together to pair research and public affairs strategies to assist clients. The G2 project manager will be Ms. Shannon Berg, a Principal with the firm. Ms. Berg will lead a team of experts in digital communications, public involvement, and print communications. She will be assisted by Mr. Dan Lavey, a partner in the firm with more than 20 years' experience in communications and outreach strategies.

G2 will assist the City with public affairs and strategic communications. The purpose of the contract is to help the City develop a public information campaign to raise awareness about the need for a new public safety building. The firm will help develop message content, communication pieces and will advise on message delivery. Expected deliverables include an overall communications strategy, outreach strategy, and key stakeholder engagement strategy. Expected products include a project web site, e-blasts, presentations, social media tools, direct mail postcards, posters, earned media opportunities, brochures, *Your City* articles, press releases, speakers bureau events, community forums, and facility tours.

**CITY OF BEAVERTON  
PROPOSALS RECEIVED  
FOR**

**Public Affairs & Strategic Communications Assistance #2782-13**

**Closing Date: 2:00 PM on March 25, 2013**

**Proposals Submitted:**

- 1. Gallatin Public Affairs (G2 Public Strategies), Portland, OR**
- 2. Pac/West, Wilsonville, OR**

## ATTACHMENT TWO: SCORING SUMMARY

### Public Affairs and Strategic Communications Assistance (Solicitation

#2782-13B)

Consensus Interview Team Scores: Paul Wandell, Christy Ray, Mark Hyde, Jim McCreight and Holly Thompson

Reviewer	Firms	
	G2 (Gallatin)	PacWest
Knowledge & Experience (24 pts available)	22.0	22.0
Project Approach & Understanding (28 pts available)	26.0	25.0
Relevant Experience & References (24 pts available)	22.0	21.0
Total Points Awarded	70.0	68.0
Max Points Available (76)		
Rank	1	2